DOCUMENT RESUME

ED 346 860 IR 054 061

TITLE Expert Meeting on Information Systems in Culture Proceedings (Zagreb, Yugoslavia, September 2-4, 1990).

INSTITUTION Institute for Development and International Relations, Zagreb (Yugoslavia).; United Nations Educational, Scientific, and Cultural Organization, Paris (France).

REPORT NO CLT-91/WS-2; CLT/DEC/CP/

PUB DATE 90

NOTE 49p.; Reproducibility varies.

PUB TYPE Collected Works - Conference Proceedings (021)

EDRS PRICE MF01/PC02 Plus Postage.

DESCRIPTORS *Computer Networks; *Cultural Exchange; *Databases; Foreign Countries; *Information Dissemination; Information Services; *Information Systems; *Information Technology; International Cooperation; International Organizations; International Programs; Library Networks; Library Personnel

IDENTIFIERS *UNESCO

ABSTRACT

This report presents the proceedings from a meeting jointly organized by United Nations Educational, Scientific, and Cultural Organization (UNESCO) and the Yugoslavian Institute for Development and International Relations (IRMO). Experts from 14 institutions and organizations from 7 countries of Africa, Europe, and North America participated in 4 working sessions. During the sessions the following topics were discussed: promotion of informatization systems in culture; databases and networking for cultural information exchange; setting up of information systems for cultural policies; and training of personnel for INDOC services in the developing countries. A summary of the sessions and the nine recommendations which developed are included in the report. Four presentations are also included in full text: (1) "Databases and Networking for Information Exchange in the Field of Culture" (Pal Vasarhelyi, Hungarian Academy of Sciences, Budapest); (2) "Culture and Information" (Sanjin Dragojevic, IRMO, Zagreb, Yugoslavia); (3) "The International Data Base and Directory for Cultural Policies of UNESCO Member States--Draft Working Plan" (Zrinjka Perusko Culek, IRMO); and (4) "Intercultural Communication and the Role of Network Culturelink" (Biserka Cvjeticanin, IRMO, Zagreb, Yugoslavia). Summaries of two additional presentations are provided: "Commercialization of Cultural Information" (Jean-Guy Bosse, Muse 9 Group of Companies, Ottawa, Canada), and "Toward a Cultural Information System" (Matko Mestrovic, Institute for Culture of Croatia, Zagreb, Yugoslavia). Concluding the report is a list of the participants in the meeting. (MAB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

CLT/DEC/CP/

ED346860

EXPERT MEETING ON INFORMATION SYSTEMS IN CULTURE

1990

IRMO
(Institute for Development and International Relations)

IR 054 061

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
C. Coudert-Schklowski

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)"

BEST COPY AVAILABLE

Photographic reproduction of original manuscript

Written at the request of Unesco. The views expressed do not necessarily reflect the point of view of the Organization.

UNESCO - IRMO

E X P E R T M E E T I N G

ON INFORMATION SYSTEMS IN CULTURE

- Proceedings -

2-4 September, 1990

Zagreb, Yugoslavia

CLT-91/WS-2

TABLE OF CONTENTS

		Page
1.	EXPERT MEETING ON INFORMATION SYSTEMS IN CULTURE - Summary and Recommendations.....	5
2.	LIST OF CONTRIBUTIONS AT THE EXPERT MEETING ON INFORMATION SYSTEMS.....	8
2.1	DATABASES AND NETWORKING FOR INFORMATION EXCHANGE IN THE FIELD OF CULTURE by Pal Vasarhelyi.....	9
2.2	CULTURE AND INFORMATION by Sanjin Dragojević.....	21
2.3	COMMERCIALIZATION OF CULTURAL INFORMATION by Jean-Guy Bosse.....	33
2.4	TOWARD A CULTURAL INFORMATION SYSTEM by Matko Meštrović.....	35
2.5	THE INTERNATIONAL DATA BASE AND DIRECTORY FOR CULTURAL POLICIES OF UNESCO MEMBER STATES - DRAFT WORKING PLAN by Zrinjka Perusko Čulek.....	37
2.6	LA COMMUNICATION INTERCULTURELLE ET LE ROLE DU RESEAU CULTURELINK by Dr. Biserka Cvjetičanin.....	45
3.	LIST OF PARTICIPANTS AT THE EXPERT MEETING ON INFORMATION SYSTEMS IN CULTURE.....	51

EXPERT MEETING ON INFORMATION SYSTEMS IN CULTURE

Zagreb, 2-4 September 1990

Summary and Recommendations

Organized by UNESCO and the Institute for Development and International Cooperation (IRMO), the Expert Meeting on Information Systems in Culture was held from 2nd to 4th September 1990 in Zagreb, Yugoslavia. It brought together experts from 14 institutions and organizations from seven countries of Africa, Europe and North America.

At the opening session the participants were addressed by Dr Nada Švob-Đokić, Director, IRMO, Mr. Mate Kovacs, Chief, Department for Cultural Development and Cultural Policies, UNESCO, and Mr. Božo Rudež, Deputy Minister, Ministry for Education, Culture and Sports of Croatia.

The following topics were discussed in four working sessions.
- Promotion of informatization systems in culture;
- Data bases and networking for cultural information exchange;
- Setting up of information systems for cultural policies;
- Training of personnel for INDOC services in the developing countries.

Promotion of information systems in culture was discussed in the context of the role of cultural development and cultural transformation linked with new communication technologies. The equally important role of private and public institutions and enterprises was highlighted. This enabled the participants to consider the introduction of information systems from the point of view of both the implementation of cultural policies and commercialization of cultural information.

The substance of the issue of data bases and networking for information exchange in the field of culture was introduced by Mr. Pal Vasarhelyi. It was stressed that although the number of data bases available in the field of culture is rather small in comparison with those developed in the field of business or science and technology, important information resources are available which could be used in order to improve the efficiency of planning, managing and implementing cultural activities. The following issues were analysed:
- Characteristics of the data bases (e.g., type of information provided, subject coverage, geographical coverage, administrative and physical limitations);
- Selection of the most appropriate data base (e.g., criteria for choosing among bibliographic data bases, selection of the host service);
- Information exchange and networking (e.g., large commercial hosts, international and national governmental and non-governmental organizations).

Concrete experience in the commercialization of cultural information in Canada was presented as an illustration of the possibilities in a market economy and technologically highly developed society. In contrast to this, regional African experiences were cited (i.e., ICA-CREDEC, CICIBA, Cultural Unit of OAU), where poor technological facilities, lack of skilled personnel and insufficient financial support prevent a faster informatization in culture. Some European countries (e.g., Yugoslavia) are also facing a discontinuity and even a decrease in informatization, i.e., after the accomplished phases of documentation and initial informatization set-backs are felt in establishing new functional communication networks. Other European countries (e.g., France, Spain) have developed an information infrastructure that covers all cultural activities, follows the needs and preferences of users, and helps in the financing, planning and management of cultural activities.

References were made the functioning of several international organizations and bodies, e.g. Cultural Action Division of the General Directorate "Information, Communication Culture" of the CEC.

The activities of two international networks were presented: the Network of Networks for Research and Cooperation in Cultural Development and its newsletter *Culturelink*; the CIRCLE network (Cultural Information and Research Centres Liaison in Europe) and its newsletter *Circular*.

The Handbook for INDUC Culture Centres was presented together with the explanation of a general approach to problems connected with the designing of an appropriate model for INDUC Culture Centres in developing countries. Special attention was paid to the need to design an INDUC Culture Centre according to the specificities of the information environment.

It is increasingly evident that informatization is becoming the key instrument of cultural research, action and decision-making. It can also contribute to cultural self-determination and identity and should be reflected in cultural standards as basic elements for cultural policies. Since the approaches to cultural policies vary among societies, it is difficult to accept standardized values. Nevertheless, basic standardization may allow for authentic interpretations or for new connotations in different cultural settings. Thus, cultural information standardization may mark a new civilizational step forward.

At the close of the meeting, the participants put forward the following recommendations:

1) Unesco could continue to contribute to the establishment of cultural data bases in international non-governmental organizations by providing, free of charge, the micro-CDS-ISIS software and advice/training on the utilisation of this software.

2) Unesco should continue to support the implementation of the project on data bases for cultural policies with the

International Documentation Centre for Cultural Cooperation at IRMO (Zagreb) in order to enable it to become operational as soon as possible to publish periodical reports on the situation and trends of cultural development in member-countries. For this purpose, Unesco should solicit the cooperation of other international organizations. This project should be realized in coordination with other similar projects, in particular the Manual of European Cultural Affairs elaborated by the Centre of Cultural Research (Bonn).

3) Cooperation and information exchange in the field of culture could be promoted by elaborating a Common Communication Format for the specific field of cultural information, identifying the data elements to be communicated, possible codes, etc.

4) Those organizations which lack the means to set up and maintain data bases in their field of competence could be assisted by including their data in Unesco's own data base.

5) Noting that in the field of culture one and the same term may have different definitions, the data bases to be established/interconnected could include conceptual data base(s), following Unesco's experience in the field of social sciences (Interconcept), in which a number of different definitions would be included for a particular item, identifying the school of thought, region, etc, where the definition is applied.

6) In the future Unesco may wish to extend its activities in the field of cultural information with a view to elaborating guide lines for the establishment of new cultural data bases and information systems.

7) A specialized data base should be created to service cultural cooperation and exchange. It could provide relevant information to be exchanged through different networks and their media, thus serving policies of international cultural cooperation. In this regard, greater support should be given to the publication of *Culturelink* and other information bulletins. These could evolve into a well organized and reliable documentation service for cultural cooperation, supported by international organizations, e.g. Unesco, Council of Europe, CEC, UNDP, etc.

8) Unesco should support the training of specialists in information and documentation centres for cultural development and promote the dissemination and use of the *Handbook for INDOC Culture Centres*, published by the Centre for Studies in Cultural Development in Belgrade. It should also encourage the publication of the French and Spanish version of this document.

9) Specialized workshops and expert meetings should be devoted to technical and technological issues related to the establishment and functioning of data bases and networks. This would contribute to the professional upgrading of personnel working in the informatization of culture.

LIST OF CONTRIBUTIONS
AT THE EXPERT MEETING ON INFORMATION SYSTEMS
Zagreb, 2-4 September 1990

1. PAL VASARHELYI, Hungarian Academy of Sciences, Budapest, Hungary:
   DATABASES AND NETWORKING FOR INFORMATION EXCHANGE
   IN THE FIELD OF CULTURE

2. JEAN-GUY BOSSE, Muse 9 Group of Companies, Ottawa, Canada:
   COMMERCIALIZATION OF CULTURAL INFORMATION: CASE OF CANADA

3. SANJIN DRAGOJEVIĆ, Institute for Development
   and International Relations, Zagreb, Yugoslavia:
   CULTURE AND INFORMATION

4. MATKO MEŠTROVIĆ, Institute for Culture of Croatia
   Zagreb, Yugoslavia:
   TOWARD A CULTURAL INFORMATION SYSTEM

5. ZRINJKA PERUŠKO ČULEK, Institute for Development
   and International Relations, Zagreb, Yugoslavia:
   INTERNATIONAL DATA BASE AND DIRECTORY FOR CULTURAL POLICIES
   OF UNESCO MEMBER STATES

6. BISERKA CVJETIČANIN, Institute for Development
   and International Relations, Zagreb, Yugoslavia:
   LA COMMUNICATION INTERCULTURELLE ET LE ROLE DU RESEAU CULTURELINK

BEST COPY AVAILABLE

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL
ORGANIZATION

DATABASES AND NETWORKING FOR INFORMATION EXCHANGE IN THE FIELD OF CULTURE

BY

PAL VASARHELYI

BUDAPEST-PARIS
1990

DATABASES IN THE FIELD OF CULTURE

Altough the number of databases available in the field of culture is rather small in comparison with those developed in the field of business or science and technology, there are important information resources which could be used in order to improve the efficiency of planning, managing and implementing cultural activities.

1. Characteristics of the databases

The databases are quite different in their characterisitics and it is necessary to select the most appropriate one(s) when a particular information need has to be met. Some of these characterisitics can be specified as follows:

-the type of information provided
-the subjects covered within the general field of culture
-the geographic coverage
-the types of documents covered (in case of bibliographic databases)
-the degree of accessibility

1.1. Type of information provided

A database may be offering information
-on facts, (source databases) in particular
  -statistical information
  -directory type information on institutions, persons, projects, etc
  -full-text information on findings, plans, statements,etc.

-on documents, in which the practical information actually looked for can be found with a great probability, i.e. bibliographic information

-of referral character, i.e. identifying institutions, information centres where bibliographic or factographic information can be found in connection with a particular question.

For the planner, decision maker, research worker,, etc. the best would be to find immediately the answer to the problem faced by him: the statistical, full-text, etc. information. Nevertheless in the field of culture currently the most frequently available databases are of bibliographic character.

1.2. Subject coverage.

A database may cover
-the field of culture, as part of a wider coverage, when only a relatively small part of the records is relevant for those interested in culture in general or some specific cultural field.
-the field of culture in general, including a great number of

cultural subfields/activities, etc.
-a specific domain within the field of culture, e.g arts or leisure or sports, etc.

For the user interested in more or less specific cultural matters, the most appropriate will be the database providing information at the level corresponding to his/her responsibility, possibly not more and certainly not less.

Currently the following specific fields are covered by databases in the broad domain of culture:
-Archeology
-Architecture, urbanisme
-Art
-Conferences
-Community development
-Dance
-Expenditures on cultural activities by the population, as reflected by household surveys
-Fairs
-Film
-Financing of cultural activities at Government level, as reflected in national accounts
-Folklore
-Handicrafts
-Historical objects
-Historical monuments
-Intellectual property: copyright
-Museums
-Music
-Painting
-Radio broadcasting
-Recreation, leisure
-Sculpture
-Sports
-Television broadcasting
-Theatre
-Tourism

1.3. Geographic coverage.

Geographic coverage has two dimensions:
-the institution maintaining the database may be more or less international in its character; it may be in particular
    -a UN organization
        - a world-wide organization
        - a regional organization
    -an international non-governmental organization
    -a national organization.

-the documents processed, the institutions, specialists, events, projects registered may be
    -from all over the world (international coverage)
    -from a specific region
    -from one country only

From the institutional point of view currently the situation can be characterised as follows:
- in addition to UNESCO, which has the main responsibility in cultural matters, specific aspects of cultural activities are covered by other world-wide or regional UN organizations, in particular relevant databases are maintained by
  - -ACCIS (projects implemented by UN Organizations)
  - -ECA (national accounts)
  - -ECE (national accounts, tourism)
  - -ECLAC (conferences, national accounts, household surveys, tourism)
  - -ESCAP (national accounts)
  - -FAO (household surveys)
  - -ILO (tourism, handicrafts)
  - -IMF (national accounts)
  - -ITU (radio and television broadcasting)
  - -UN Headquarters (culture in general, films, national accounts)
  - -UN University (culture in general)
  - -WIPO (copyright)
  - -World Bank (national accounts)

-Several other international organizations have already developed an operational database in their field of responsibility or plan to computerize information which is currently available in manual form only.
  - -Operational database is maintained and information services are offered e.g. by
    - -ICOMMOS (museums)
    - -International Federation of Interior Designers, Amsterdam, the Netherlands (schools providing training on interior architecture/interior design)
    - -International Reading Association, Newark, USA (articles, books and members)
    - -International Federation of Library associations, The Hague, Netherlands (institutions and projects)
  - -The establishment of databases is planned for the near future e.g. by
    - -International Assocoation of Film Distributors, Paris, France (audiovisual materials)

-It may be of some interest to note, that some international organizations consider the establishment of a computerized database still premature or of little interest in their field of competence, e.g.
  - -The International P.E.N.
  - -Nordisk Journaliskursus, Vennelsystparken, Danmark.

-National organizations play a very active and important role in collecting, organizing, storing and providing information on some aspects of culture; their coverage is frequently international, but even those having a national coverage only can be of great interest to international users if they are accessible to them. Some examples of national organizations maintaining databases with international coverage are:

  - -ABC Clio, USA (cultural history)
  - -Bayard Presse, La Documentation Catholique, France

(religion)
-British Library Lending Division (conferences, etc)
-INIST-CNRS, Centre de Documentation Sciences Humaines, France (religion)
-Institute for scientific information, Great Britain (archeology, architecture, arts, dance, literature, etc)
-J. Paul Getty Trust, Getty Art History Information Program, USA (art)

Some examples of national organizations maintaining national databases of international interest are:

-ABC Clio, Information Service, USA (American cultural policy)
-British Library, Great Britain, (Current research in GB)
-Foundation Center, USA (financing of research in the USA)
-Ministerio de Cultura, Secretaria General Tecnica, Spain (Spanish historical monuments)
-Ministere de la Culture, France (historical monuments, artistic works in France)
-Oryx Press, USA (financing of research in the USA)

From the point of view of an international project, such as the one initiated by UNESCO to provide information on information resources in the field of culture, the resources available in international, in particular UN organizations are expected to be of the greatest interest, both from the point of view of freedom of access and cost of use. On the other hand the user may prefer national or regional rather than international coverage if his/her interest is concentrated to specific countries, whereas international/worldwide coverage may be required to implement international/interregional comparative studies, etc.

1.4. Types of documents covered

Bibliographic databases frequently do not cover all types of documents which could be of interest to a user; such as
-articles in periodicals
-monographs
-conference proceedings
-academic theses
etc.

The user must be able to identify among the bibliographic databases available the one or those, which cover the specific type(s) of documents he/she is interested in.

1.5. Accessibility

1.5.1. Administrative limitations

Altough databases are established for the obvious purpose of providing information, the group of target users may be more or

less restricted from the administrative point of view. It is, therefore, important to know, whether a particular database is accessible to a specific user looking for some piece of information.

It should be noted, that quite a few UN organizations restrict the use of some of their databases to UN staff and consultants.

International non-governmental organizations limit the use of their computerised files frequently to their own staff and members. The reason for this is mostly, that they are not equiped to serve external users, both because the small number of staff available to answer questions and because their equipment is not appropriate to serve several users simultaneously.

1.5.2. Physical limitations

Another kind of accessibility problem may arise in connection with the physical possibilities of establishing a link to the database of interest. Some databases are offered by on-line hosts accessible through telecommunication lines, others -altough search itself is on-line- can be used via terminals located in the institution/organization itself.

Some of the important hosts offering, among others, cultural information on-line to users throughout the world are

- -BLAISE (conferences, music etc.)
- -BRS (archeology, religion, history, etc)
- -CISI-WHARTON (Financing)
- -DIALOG (archeology,architecture, art, dance, exhibitions, films, literature, museums, music, radio, religion, research financing, television, theatre, etc)
- -ERIC (dance, recreation, etc)
- -MEAD (culture in general, leisure, tourism, etc)
- -PIC (historical monuments, etc)
- -QUESTEL (e.g. archeology, religion, arts, cultural events, history of literature, etc.)

1.6 Computer aspects

There are two important aspects of the computer technology applied, which influence very much the possibilities of accessing databases and even more the possibilities of exchanging information among them:

- -the hardware used
- -the software applied.

The hardware used by the major international hosts is naturally a mainframe computer, the make and model of which is of no particular interest to the user. International organizations, both UN and others, in particular the non-governmental organizations, use frequently personal computers. In this case, access to and exchange of data can be more or less easy depending on the make and model of the hardware used.

2. Selecting the most appropriate database in connection with a specific question

The number of databases used in an online search session depends on the query and on the user. For certain queries a single-database search is adequate, if the subject field is covered by a very good database.

There are, however, queries which cannot, or are not recommended to be searched in one database only. These are interdisciplinary queries or those queries whose subject field is not covered by a good comprehensive database.

In the majority of cases, there is a choice of two or several databases to search. If more than one database is used for answering a query, it is called multidatabase search. If many similar databases are considered for searching and they are all available for the searchers, the following questions should be answered:

-Does the query justify a multidatabase search?

-What is the user expectation, higher retrieval recall at the expense of precision, or a better precision, sacrifying recall (retrieval completeness)?

-Are there any cost limitations involved?

After they had been answered and it was concluded that there was a choice of two or more databases for searching, arises the crucial question: what database or databases to choose?
In the following, the selection criteria will be discussed.

2.1 Criteria for choosing among bibliographic databases

2.1.1 Coverage

The coverage of a database involves the extent of the scanned literature determining scope and content of the database. It implies geographical and language coverage, document selection for scanning, selection of papers within a publication scanned etc. The more international the coverage is, the more documents a database processes, the higher the chance of finding papers to solve the information problem will be. Document coverage and selection policy of the database producer should be known, though sometimes it is not an easy task. A guide can be the number and variety of source publications processed, or the numbers of records per update.

2.1.2 Type of document

Several databases are document-type oriented rather than subject-oriented databases. Their selection should be matched with the user needs. Many subject-oriented databases do not cover all types of documents within their subject scope.

2.1.3 Indexing

The indexing structure and the type of controlled vocabulary of a database plays a vital role as a selection criterion. It is a

well-known fact that the use of controlled vocabulary (descriptors, indexing terms, classification codes etc.) is preferred in the retrieval to free terms. The more thoroughly a database is indexed, the higher can be the relevance of the retrieved documents. Obviously, controlled vocabulary aids (thesaurus, classification etc.) should be availablle for and consulted by the user, and it is also advised to learn the indexing philosophy of the database producer.

2.1.4 Timeliness, update frequency

Better timeliness (shorter time lag from publication) can be expected of a database with frequent updating. The figures of 2 or 3 months of average time lag claimed by several database producers should be accepted critically. Real average timelinesses of databases are far longer, though a systematic difference between databases can be observed.

2.1.5 Language

The language of the database (to be distinguished from the language of the original documents falling into the category of Coverage) is another criterion to be considered. The vast majority of databases are English, but some German and French databases covering international literature also exist.

2.1.6 Availability of abstracts

Most databases contain abstracts to each record or to a part of them. Some databases provide better, more informative abstracts, some only short indicative annotations. There are still some databases without any abstracts. A criterion of selecting between similar databases is the existence or the quality of abstracts. The availability of printed abstract journals can overrule the problem of the lack of abstracts in the database

2.2 Selection of the host service

Online databases are built, stored and made available for remote online searching by online services (or vendors or spinners), called throughout this report hosts or host services and by telecommunication networks. There are about 550 online host services in the world presently, each hosting more or less databases, some offering one or two databases only, some many (hundreds) of them for public online access. Obviously, only a fraction of hosts would be accessed by any online searcher on a permanent basis, since the particular information needs can be satisfied by a relatively low number of hosts.

2.2.1 Telecommunication aspects

The first criterion is the accessibility through telecommunication lines or networks of the host from a given physical location of the user. Unfortunately, there are no guidelines or rules of establishing data communication link from

a terminal at a given geographical point to a host located at an other, perhaps on an other continent, because it is beyond the control of the user. It is the responsibility and function of national PTTs that must be consulted before any decision regarding access to hosts. It should be emphasized that the most serious bottle-neck of online searching is its telecommunication aspect, not only in developing countries but also in highly industrialized nations (with the exception of North America).

2.2.2 Search systems offered

Other selection criteria of hosts are associated with their search systems. Several of them can be regarded also as a preliminary decisive aspect of selecting host for establishing access, but also as selection criteria of host when a particular search problem has to be solved in a defined database available at multiple hosts. These criteria include search language issues, mail delivery times, multidatabase search problems, cross-database search, SDI possibilities etc. They will be discussed below in association with the selection of databases offered by multiple hosts.

2.2.3 Prices

Noting that accessing the same information through different hosts may involve price differences reaching a range of 1:3, price can be a criterion when choosing between identical databases at two hosts.

2.2.4.Documentation

The better the printed aids of a database are, the easier will be its use. Here again, different hosts provide different documentation of their databases, apart from the aids the database producer publishes. Some producers of, e.g., offer regularly updated publications, such as a Newsletter and some other publications. Many database producers hold one-day training seminars or workshops.

3. INFORMATION EXCHANGE AND NETWORKING

From the point of view of information exchange and networking two categories of service providers can be identified:
-major, mainly commercial hosts, maintaining large databases and providing information services without administrative limitations to any user who has the technical and financial means to acces their wealth of computerised information
-smaller, often non-profit data bases, owned and operated most frequently by international or national governmental and non-governmental organizations, which may at the same time be obliged to limit in some way tha access to their data and which can rarely offer the technical possibility for international on-line searches.

3.1 Large commercial hosts

The problem of networking large commercial hosts goes far beyond the scope and coverage of the present study, in particular because their are important commercial interests involved, but also because in the case of these hosts cultural information represents a very small fraction only in comparison with the scientific-technical, commercial, business oriented information offered.
In this case the way in which UNESCO could promote the access to and exchange of cultural information might be to assist cultural organizations in
- establishing techical facilities necessary to access on-line international databases,
- acquiring the knowledge necessary for the appropriate and efficient use of such databases
- identifying funding sources and providing temporary financial support towards the financing of the telecommunication and access charges arising in connection with on-line searches, at least during an introductory, pilot phase.

3.2 Databases of international and national governmental and non-governmental organizations

Regarding the international and national organizations maintaining and operating smaller or larger databases in the field of culture, the situation is quite different. In this case a possible way of improving access to and information exchange emong organizations maintaining computerised files on cultural matters could be to connect them with each other via electronic mail with file transfer capabilities.

There are several electronic mail systems which could be used for such purposes, in particular

- -IBM INS / PSPC Screen Mail
- -General Electric GEISCO / Quuik Com
- -EARN (European Academic Research Network)
  - -through a mainframe
  - -or through direct node asynchronous dial-up
- UN ICC (International Computer Centre)
  - -through a mainframe computer
  - -through PPSDN using the CALL/ICC Workstation Program
- -UNDP EMAIL

3.2.1 IBM INS

IBM operates an Information Network Service (INS) relying on the Public packet switched data natwork wherever it is available. Local connections and PPSDN can be used currently in Austria, France, Great Britain and the Netherlands, and IBM plans to open up local dial nodes for users in a rapidly increasing number of countries. Therefore a great number of countries is expected to have the possibility of establishing electronic mail facilities using PSPC Screen Mail through this service.

The program is menu driven and allows the inclusion of passwords.

phone numbers and autodial modem strings for ease of use.

3.2.2 General Electric GEISCO

The General Electric Information Services have their own network called MARK*NET, with dial-up nodes. Many of such nodes are available throughout the world, which can be dialled up using an autodial modem, local telephone line at a speed of 1200 Baud.

The software available for electronic mail purposes is Quik Com. It can be used without any particular problem on an IBM or compatible personal computer with two diskette drives and 640 K RAM.

The software has a function allowing the transfer of files of any size; at the receiving end the file can be used with the same software package which has been used for its creation.

3.2.3 EARN

The European Academic Research Network (EARN) connects most of the universities in Western Europe and North America to an electronic mail system with file transfer capabilities.

It could be used as an external mailbox system by a network of co-operating cultural organizations for the exchange and transfer of information requested in their field of competence.

Among the primary options offered by the EARN menu there is one available for the specific purpose of electronic mail. It offers the following mail options:
-compose and send mail
-resume previously suspended mail editing
-look into mailbox
-browse the mailbox.
In adddition it offers also a tutorial displaying information about the electronic mail system.

3.2.4 ICC

The International Computer Centre of the UN located in Geneva, Switzerland, manages a large IBM 370/3090 time sharing system, connected to the Swiss public (packet switched) data transmission system TELEPAC through an appropriate (X.25) interface. It is connected to UN computers in New York, Vienna and Rome, too.

The UN has plans to extend gradually the electronic mail facilities available on this major computer for use by an increasing number of specialised UN agencies and through them, to other institutions involved in UN co-operative activities.

3.3 Financial aspects.

Some of the above services can be compared from the point of view of the cost of using them

3.3.1. IBM

IBM charges
- -about 75 USD as a registration charge for each new user identification
- -no yearly contract charges
- -about 25 USD per user identification each month
- -transmission charges
  - -connect charge
  - -send charge
  - -store charge
  - -charge per 1000 character transmitted

It should be noted, that the equipment needed for the purpose of implementing the synchronous \dial up required by the system is more costly than the rather inexpensive asynchronous modems used by other systems.

3.3.2. GEISCO

GEISCO costs consist of several components:
- -an annual contract cost of about 3900 USD for a group of users
- -the cost of establishing a catalog represents a once-off charge of about 200 USD for the group of users
- -the price of the Quik Com software is about 250 USD
- -the charge per month of a user number is about 6 USD
- -transmission charges

UNIDO implemented a comparative analysis for the purpose of its industrial information network, on the basis of assuming a group of 54 users, 1 use per day/1 message of 1 page per user, each message stored 1 day, for every working day in a year. It was found that in such a case
- -the once off charges for would be
  - -for IBM: about 4000 USD
  - -GEISCO: about 200 USD
- -the fixed yearly charges would be
  - -for IBM: about 17300 USD
  - -for GEISCO: about 1400 USD
- -the transmission charges would be for a year:
  - -for IBM: about 270 USD
  - -for GEISCO: about 230 USD

3.4 Equipment requirements

The general requirements for cultural organizations wishing to communicate via electronic mail services are the following:
- -IBM or compatible personal computer
- -an asynchronous modem approved by the telecommunication authorities of the country. It should allow at least a transmission speed of 300/1200 baud
- -a normal telephone line allowing long distance dialing
- -a PC software package specifically developed for the type of network to be used or a general purpose one, such as Procomm or XTalk

SANJIN DRAGOJEVIĆ
Institut for Development and International Relations
(IRMO), Zagreb

CULTURE AND INFORMATION

EXPERT MEETING
ON INFORMATION SYSTEMS IN CULTURE
UNESCO - IRMO
Zagreb, 2-4 September, 1990

CULTURE AND INFORMATION[1]

Introduction

Thomas Stearns Eliot wrote, among others, the following lines:

"Where is the wisdom we have lost in knowledge?
Where is the knowledge we have lost in information?"[2]

These lines seem to carry almost the significance of a warning, and they perhaps should not be ignored one tries to consider the role of information systems within a culture, but also generally when the importance of and the relation between information and culture is being considered. When speaking of the culture-information relationship, we are inclined to supplement Eliot by adding skill to wisdom, knowledge and information.

Even if we have managed to define the area that we regard as culture, about culture itself we have not as yet said anything. It is hard to resist the temptation of defining it. We would like to quote two examples, better to say reasons, that prompted us to abandon such an attempt. As early as 1976 there had been 276 various definitions of culture[3] most of which were not erroneous, and which were not only compatible but also mutually complementary. When faced with such a number, any attempt we *could* make, would seem to be an exercise in futility.

The second reason was Mr Andre Malraux, the first Minister in the French Ministry for Culture, who said in his

---

1 A major part of attitudes and views presented in this text is based on the excellent analyses by Miroslav Tudman, taken from his work *Struktura kulturne informacije* (*Structure of cultural information*), Institute for the Culture of Croatia, Zagreb, 1983.

2 T.S. Eliot, *Choruses from the Rock*.

3 Information taken from the book entitled *Informacija i documentacija u kulturi* (*Information and documentation in culture*), Institute for the Culture of Croatia,Zagreb, 1976, p 66.

Antimemoirs[4] "I achieved a measure of success in the Ministerial Council when I declared myself to be the only Minister who knows that he does not know what culture is". Malraux seems to be telling us that culture is an area in which surmise and vision are sometimes more successful than knowledge.

It is not difficult, therefore, to agree that no definition of culture will have unanimous support. We shall seek such support from another viewpoint - that of defining culture as a symbolic activity.

Each cultural activity is linked to and manifested through cultural forms. All cultural forms have their meaning, a meaning which can be conveyed; that is to say, it is important to a certain number of individuals. Consequently, every cultural activity is always a symbolic activity; that is, an activity aimed at producing symbols. The ability of a community to produce, understand and exchange symbols in the same or a similar way determines its cultural identity. Furthermore, every community groups its symbols in a specific way, forming them into separate, mutually differentiated but interconnected symbol systems. Any single activity of a community is inconceivable without those systems of symbols, since they permit all kinds of communication between two individuals, communication between an individual and society, and mediation between an individual and the object of his activity. Not one human activity is by its nature direct; all are effected through a system of symbols. By positioning symbolic forms into a mutual relationship, we create new forms, and the product of symbolic activity is information. The activity of information is therefore as old as the human race itself.

If a symbolic form is to acquire the dimensions of an eminently cultural form, then it must possess another and very important characteristic: duration in time. This characteristic of cultural forms ensures a "cultural memory". Cultural memory must have, in its own right, its structure and organization, which is a precondition for bibliothecal, documentational and informational processes. Material that is

---

4 A. Malraux, *Antimemoari* (*Antimemoirs*), Naprijed, Zagreb, 1969.

retained in the cultural memory and which persists therein may be regarded as cultural wealth and heritage[5].

If we divide all systems of symbols according to their content, we will outline the scope of human spirituality; dividing them according to their form, we will classify those objects which are a result of human sensory activity.

We can therefore formulate the following division of symbol systems according to their content:

- symbol systems based primarily on the total, comprehensive and, within itself, finalized perceptive, creative power of individuals and groups: this is a sphere of culture, but also one of skill and art.
- symbol systems based on evidence of knowledge: this is the sphere of epistemiology.
- symbol systems based on a set of beliefs, values and laws: this is a sphere of culture as in the area of wisdom and norms.
- symbol systems based on their ability to successfully define and deal with problems of social life: this is the sphere of cultural pragmatism (which we can also term the sphere of cultural policy and cultural development).

A discipline attempting to provide basic principles and characteristics of symbol systems, as such, is generally known as the philosophy of culture, but it may also be termed cultural hermeneutics.

When dividing the symbol systems according to their form we are able to list the following typology of cultural objects:

- the first type are spatial and plastic (ambiental) objects, such as sculptures, reliefs, monuments;
- the second type comprise audio objects, a typical example of which is music;
- the third type is composed of visual objects, such as drawings, graphics, oil paintings, film;

---

5 In its *Recommendation for exchange of cultural values*, UNESCO regards as cultural assets those objects which are either an expression of or a witness to human creativity or natural evolution and which, depending upon the opinion of competent bodies and every state, represent or could represent historical, artistic, scientific or technical worth and interest. UNESCO, XIX Session of the UNESCO General Conference, Nairobi, 1976.

- and the fourth type is textual material.

If we now reconsider Eliot's warning given at the beginning of this text, we can attempt to mellow it - even if we are unable to refute it - with the following characteristics of the shift that occurred in the understanding and treatment of information during the course of the 1980s:

- information is not found, sought, given or obtained through documents and sources; it is primarily generated, created and produced from documents and sources;
- forms, symbols, data and facts from the real world are not "reduced" to mere information. Information is most often a parallel but separate aspect of its actualization and accommodation within the new, realistic context;
- human activities, skills and works are not reduced to information; information is, first and foremost, a basis and a foundation for new activities, skills and works.

The specific character of cultural information, communicational patterns and formats

It is attempted most often to present the specific quality of cultural information through its difference from and contrast to scientific information. This distinctive quality can be defined by three basic differences:

- while scientific information endeavours to penetrate into and to explain the meaning of reality and natural processes and occurrences, cultural information attempts to explain and to reach into the crux, meaning, value and aim of life;
- while scientific information is, by its very nature, analytical, cultural information is synthetic;
- scientific information is subject to the criterion of objectivity, in other words it is subject to checks; furthermore, it is neutral in its value. In contrast, cultural information is always based on a certain system of values (ethical, aesthetical, political) and is not subject to any form of checking, rather it depends on the criteria of social outmodedness, actuality, topicality and relevance.

Can scientific information also be cultural information?The answer to that is, of course, that it can. Cultural information becomes cultural by the manner in which it is concretized and

contextualized. In other words, there is no content of information that would automatically be cultural; in the same way, there is no content that could not be cultural. The structuring of cultural information occurs through the general social system of values, the prime role of which is to define cultural objects, their values, aims, functions and meanings.

Efforts are made to define a coherent system of those values, aims, functions and meanings through a cultural policy and through cultural development. In this way, the cultural policy (with defined instruments and cultural needs) and the subjects of cultural development are institutionalized means for achieving cultural aims defined within the communicational pattern. The moment a community defines its cultural objects, that is to say the cultural subject, is the moment when cultural information acquires its framework, content and subject.

Consequently, if we want to understand the structure, function and meaning of cultural information with a particular community, it is of crucial importance to be familiar with its communicational pattern by means of which the cultural information is constituted. In other words, differing communicational patterns define different cultures. The communicational pattern itself may be defined as a "mechanism for the generation and selection of information"[6].

A communicational pattern determines roles and the modes of relationships between creators, users and information. It also defines both the place and the process of selection, processing, storage and transfer of information. The communicational model represents the overall model of social understanding.

Information is a precondition, a means, but also a result of that understanding. And finally, the communicational pattern also defines the communicational formats as socially recognized and specified, and even proposed forms of communication.

A formats in the informational-documentational activity is a "general form of a document, as well as a description and a disposition of all the elements which define a certain document as a materialized message. A communicational formulation is

---

6 Miroslav Tudman, *Struktura kulturne informacije*, p 88.

defined by: a) data or elements that form or describe a document, and b) a method of presenting those elements as a logical entity; that is to say, by the method of their organization and distribution and the rules of their structuring"7.

Certain aspects of a national information system within a particular culture

In creating an integral national information system, special attention must be paid to the dominant communicational pattern which characterizes a specific community. Unless it is fully understood, any given information system will fail to be efficient and will not meet the social requirements of the community that produced it. As has already been said, a communicational pattern determines not only which information can be considered as cultural information, but it also determines where it is to be found, who is gathering the information, how it is to be processed and in what manner it will be given to users.

On the basis of the analyses of results to date and of existing information systems around the world we can say that cultural information systems are most often determined as elements of public knowledge. The consequence is a rationalization of the overall social information structure at both institutional and functional levels. However, that cannot be achieved without forming a network of all the institutions dealing in the production, gathering, processing and provision of information. Generally speaking, it is very easy within such a system to subsequently define (by means of a communicational pattern) which information is to be regarded as cultural in the narrower sense.

It may further be said that information activity in itself has the pronounced characteristic of a clearly defined and elaborated project. It does not thrive in "patches of localized fog" (if it is to be efficient, of course), and the consequence of

---

7 Miroslav Tudman, *Struktura kulturne informacije*. For formulations see also the *General Introduction to the Techniques of Information and Documentation Work* (Claire Guinchat and Michel Menou, UNESCO, 1983).

it is an exact, clear and defined division of labour within the integral national information system. If a comprehensive on-line system of cultural information is being created at the national level, then it is necessary to have some informational infrastructure, and its development usually conditions the following division of labour:

1. Libraries, documentational and reference centres, etc., concentrate primarily on the creation, maintenance and updating of a data base;
2. quite separately from available data bases, public telecommunication networks are developed;
3. the supply and distribution of data bases is undertaken by specialized mediators, i.e. information services (agencies, hosts) whose task is the sale of information data bases to users;
4. software, either for the data base creator or for the final user of those banks, is produced by specialized firms or services[8].

When speaking of an integral information system in culture, special attention must be paid to the quality and type of the data base. General trends of data base development around the world indicate that a growing number of data bases are being created which, unlike reference data bases, do not inform the user of the point or the source of information, but which provide him instead with original information or the document itself. In this way, data bases are in fact increasingly being transformed into document bases.

Document bases themselves may be divided into numeric, numeric-textual, full-text data bases and pictorial ones. It may be said that this world-wide general trend of data base development is particularly favourable for the development of data bases in the field of culture. Cultural information is created through the concretization and contextualization of the content of individual documents or items of information. In other words, cultural information is created when a certain

---

[8] This division of an informational infrastructure within a national informational system has been taken from a study by the Institute for Culture of Croatia, *Zajedničke osnove izgradnje sistema kulturnih informacija* (*The Common Foundations for the Construction of a System of Cultural Information*), Zagreb, 1990.

content is moved from its primary context into a new context, with new functions and aims. Those aims and functions are most often determined by cultural communication patterns, which is how cultural information is created. Documents bases are, therefore, of particular importance to cultural development. They allow an insight into a "natural" context of individual contents of data, as well as their smooth and new contextualization.

By grouping individual data bases within a single national information system in culture we are able to categorize them as follows:

1. Public data bases which are a part of public knowledge and as such are in the function of social development;
2. Business data bases of individual cultural activities and institutions;
3. Data bases for cultural policy[9].

When, however, we are talking of cultural information, two more extremely important criteria have also to be satisfied. The first is easy communication between individual segments of an information system, both on national and international levels; the second is easy access to, use of and manipulation with, information by the user. In satisfying both conditions a vital role is played by the communicational format and the communicational protocol. A communicational format provides a clear standardization of the structure, a physical and logical link between the elements which comprise, and the data which describe, a particular document[10]. A protocol, on the other hand, defines the logical structure of the

---

9 This division of an informational infrastructure within a national informational system has been taken from a study by the Institute for Culture of Croatia, *Zajedničke osnove izgradnje sistema kulturnih informacija* Zagreb, 1990.

10 There are three communicational formats in the world which are considered to be the most important: UNIMARC - a format designed for bibliothecal processing of books and periodicals in visual (readable) recordings; UNISIST/RM, created by UNESCO for the requirements of documentation processing; and CCF for exchange of data between services that produce summaries and tables of contents. Regrettably however, it has to be said that standardization exists mostly for data exchange between the reference data bases, but not for exchange between data bases (and particularly not for those data bases which deal with images, video and voice).

communication itself. An equally unavoidable problem for the content dimension of a data base is the question of a thesaurus, that is to say the list of key words which is completed with defined relations between each of them[11].

Concluding notes

It can be said that culture is an overall controlling mechanism for all types of communication. It is the fault of culture if we fail to understand each other properly.It encompasses within itself all manner and levels of understanding and, therefore, makes them possible. And most important of all it permits the coexistence of two existentially important features of all forms of social life. The first may be summed up as follows: although people think differently, they nevertheless manage to act in the same way and in unison. The second feature is: although people do the same things, they think differently. This Janus-like paradox ensures a cohesion of social communication, while at the same time permitting the survival of social communities through time. Every society that fails to realize both types of cooperation, (cooperation both at the level of social understanding and of social practice) is doomed to disappearance. Cooperation in contemporary societies is achieved primarily through information.

Information always contains within itself a level of projection; it reaches into that which has not yet come true, but which could be. One description defines information as a "reduction of uncertainty on the basis of a communicational process"[12]. It is due to that very property that information management is becoming the key problem for the future and for development. Culture and cultural developments have a special role and importance here - for they determine, or at least they should determine, the horizon of the future and of development.

---

11 For thesaurus, see in the previously quoted publication (UNESCO, 1983).

12 From G. Beling, G. Wersig, *Zur Typologie von Daten und Informationssystemen*, Verlag Dokumentation, Pullach bei Munchen, 1973, p 17.

If we were to return once more to "Eliot's warning" at the beginning of this text, we could say that it may have changed in its form and content and that it now runs as follows: if you provide me with information, my world and my life will surely be different; but that does not inevitably mean that it will be better.

Literature

Beling, G; Wersig, G. Zur Tipologie von Daten und Informationssystem, Verlag Dokumentation, Pullach bei München, 1973.

Cassirer, Ernst. Ogled o čovjeku. Uvod u filozofiju ljudske kulture, Naprijed, Zagreb, 1978.

Dragojević, Sanjin. Ideologija i društveno komuniciranje, Kulturni radnik, vol. 42, no. 1, 1989.

Eco, Umberto. Kultura, informacija, komunikacija. Nolit, Beograd, 1973.

Guinchat, C.; Menou, M. General Introduction to the Techniques of Information and Documentation Work, Unesco, Paris, 1983.

Informacija i dokumentacija u kulturi, Zavod za kulturu Hrvatske, Zagreb, 1976.

Inter/Media: Interpersonal Communication in a Media World (edited by Gary Gumpert and Robert Cathcart), Oxford University Press, New York/Oxford, 1986.

Lotman, Jurij. Ogledi iz tipologije kulture. *Treći program*, jesen, 1974.

Tudman, Miroslav. Struktura kulturne informacije, Zavod za kulturu Hrvatske, Zagreb, 1983.

Tudman, Miroslav. Teorija informacijske znanosti, Informator, Zagreb, 1986.

UNESCO, Preporuka o medunarodnoj razmjeni kulturnih dobara (XIX zasjedanje Generalne konferencije UNESCO-a, Nairobi, 1976), *Bilten* jugoslavenske komisije za suradnju s UNESCO-om, 1977.

UNISIST/CSU-AB. Reference Manual for Machine-Readable Bibliographic Descriptions, UNESCO, Paris, 1974.

Zajedničke osnove izgradnje sistema kulturnih informacija (elaborat), Zavod za kulturu Hrvatske, Zagreb, 1990.

COMMERCIALIZATION OF CULTURAL INFORMATION

JEAN-GUY BUSSE
Muse 9 Group of Companies, Ottawa, Canada

Summary

Canada has very well developed information and communication technologies: every house has a cable, there is 3 telephones and 2 televisions per house. That creates very particular problem in the field of culture: surplus of information and necessity of fast decision-making in choice of cultural information. Special problems come from the American influences, and Canada has felt a little "paranoia" to protecting its culture. The attitude that has been practiced in Canada in the last 30-40 years of creating barriers to protect Canadian culture was a kind of "prison" for Canadian culture more than anything else. There are two types of information that can be seen in culture: the static and the dynamic one. A static information is one that we collect easily in database and which can be preserved for centuries. That type of information can be called conventional type of information and certain technology (e.g. CD ROM) is very good for preservation of that type of information. On-line system is very flexible but very complicated and we can use it for more dynamic information which is changing constantly. The very great problem appears with taxes for approaches to the on-line systems, especially so for public access systems. From 1975 in Canada can be identified one unique telecommunication system. Despite the fact that there exist various databases in the field of culture, the most important problem is the way to make those databases common and known. Advertising is the most popular way to be known in the market. There is also the problem of small, segmented groups who want to convey to a large group. They do not have the resources of financing or resources to pay for existing media. As a result of this a multimedia system has been created in Canada at very low cost and with easy access to information. There is no general model and the role of the government is not to propose the culture activities. The government is seen as a protector and preservator of culture. Canada is society with to much information and the role of the new communicational and informational technology is to offer better facilities to choose and pick up the relevant information. It is very important to be able to find the information in every time on cultural events in future and in very different places which can be used for somebody's future plans.

TOWARD A CULTURAL INFORMATION SYSTEM

MATKO MEŠTROVIĆ
Institute for Culture of Croatia, Zagreb, Yugoslavia

Summary

The fifteen-year development of the cultural information system in Croatia may be presented in terms of a model, as follows:

1. *Documentation Model for the Development of a Cultural Information System* (1976-1980). During the first phase the key issue at the theoretical level was the problem of the structure of cultural documentation. At the documentation level the organization of funds of the central Republican (referral) elements of the network, and at the level of information science, the classical processing of funds with the prospect of machine processing soon to come. The cultural information system was here taken to mean a documentation network.
2. *Information Model for the Development of a Cultural Information System* (1981-1985). During the second phase, at the theoretical level the key issue was the problem of the structure of cultural information, at the documentation level it was the co-ordination of the work on cultural documentation within the Republic, while at the information science level it was the initial implementation of a centralized machine architecture. The cultural information system was here taken to mean an organizational (information science) information network.
3. *Communication Model for the Development of a Cultural Information System* (1986-1990). During the third phase, at the theoretical level, the key issue was the problem of the structure of cultural (social sciences and humanities) knowledge, at the documentation level the system (data base/knowledge) for keeping abreast of, and evaluating, cultural development, while at the information science level it was the implementation of the distributed machine architecture. The cultural information system was here taken to mean a communication network.

The suggested analytical model makes possible not only an overview of the information-documentation-communication compactness of each phase/model in the development of a cultural information system - but also an overview of its whole fifteen-year long history, which is itself shown in the model as a rounded information-documentation-communication construct or a cultural-information cycle in the construction of a cultural information system as (1) documentation, (2) information and (3) communication network.

Zrinjka Peruško Čulek
Institute for Development
and International Relations
Zagreb, Yugoslavia

DRAFT WORKING PLAN

THE INTERNATIONAL DATA BASE AND DIRECTORY FOR CULTURAL POLICIES OF UNESCO MEMBER STATES

According to Contract No.369.138.0, for the preparation of a directory of the current state and tendencies of the cultural policies and life in Unesco member states, the Institute for Development and International Relations (IRMO), Zagreb, submits the following working plan. The working plan covers the planned procedure, method and content for the proposed data base, and for the regional directories of cultural policies in the member states.

This proposal is an elaboration of the working plan of the project presented and discussed at the Expert Meeting on Information Systems in Culture, organized by IRMO and UNESCOand held in Zagreb, Yugoslavia, 2-4 September 1990.

Activities involved in fulfilling the contract

The Contract provides for the realisation of the project in two phases. The first phase, to be undertaken in 1990, includes the establishment of a methodology for information collecting, sorting and analyzing, as well as the collection process itself. It also includes preparatory work and discussion for the establishment of a data base on cultural policies.

There are five main interdependent types of activities involved in the establishment of a data base and publication of directories. One is the collection of information. The data provided by the questionnaire circulated by UNESCO will need to be supplemented. The second activity is the creation of the data base. The third activity is related to the filling of the data base with information. The fourth activity is the analysis of information for purposes of directory publication. The fifth activity is related to the publishing process itself, once the analysis had been completed.

We are of the opinion that the central task is the actual setting up of the data base for cultural policies. The character of the data base determines all the activities in collecting the information and, to a large extent, the task of publishing the directories.

Data base for cultural policies of UNESCO member states

In conceptualizing the establishment of the data base for cultural policies, we posed several questions, the answers to which will determine our future work. The following questions were considered:

1) What is the purpose of the data base?
2) Who are the target users of this data base?
3) What time span will it cover?
4) What services will it provide?
5) What will be the structure of the data base?
6) What kind of information will it provide?
7) What will be the type of this data base?
8) What format (standard) should we use?

The answers we proposed were supplemented by fruitful discussions, and enabled us to propose now a detailed outline of the character of the said data base.

Data base purpose

The first purpose, and output, of the data base on cultural policies will be the regional or topical directories. This purpose presuposess the collection in one place, of a vast amount of dispersed information on the state and trends in national cultural policies, thus facilitating access to this type of information. Another purpose of the data base is to provide a subsantive basis for a cultural cooperation network, which might at some future date interconnect similar complementary data bases and make possible a thorough and easy access to all kinds of cultural information in a linked information system.

Target users

The target users of this data base are seen to be policy makers and administrators working in the field of cultural development and related fields at the national, regional and international levels. We also expect international non-governmental organizations to make use of this data base. Another category of target users is the academic community, including researchers working in the field of culture and related disciplines. The information content should also prove useful for grassroots researchers seeking background information on on-going or planned projects in the field of cultural development, as well as for different cultural institutions and animators of culture world-wide. Access to the data base will be open and unrestricted. The question of commercialisation (i.e., operational or service cost) will have to be carefully looked into, although initially the services might be free of charge.

Time span

It seems that the most practical way would be to start the data base at the present time, i.e. to start with the current

policies and activities. This is not to say that perceived changes in cultural policies and life should not be included, but rather that the data base should not attempt to go back in time to provide historical data. As the content of the data base is updated to include developments and changes in cultural policies, it will eventually after a period of time, be also able to provide information of this kind.

Type of service

The data base will be able to answer specific requests, i.e., enable searches by specific queries. The step-by-step approach is advised: in the early stages the data base will not be accessible on-line in real time, but will answer requests by mail. A future aim should be to offer on-line access, search and retrieval of information, but this will depend on the development of infrastructure (i.e., appropriate hardware) and also on the direction and shape of future agreements.

Type of data base

We propose that the data base on cultural policies should be in the main part textual, i.e., to provide complete documents (or parts of documents, as the case may be) in the fields proposed. Also, it will be referral, and provide all necessary information concerning the source of the document and possible sources for direct further enquiry. As the topic of cultural policy is not always exhausted by official documents, since there exist a number of research reports, scientific studies, etc., we propose to include also a bibliographical file. This file should attempt to include grey literature as well, which is very difficult to address (various attempts in different fields are underway to popularize its existence and content), but which contains important scientific contributions to the field (both theoretical and practical).

Content structure

The specific cultural policies are determined and implemented in relation to a concept of culture, as well as in relation to the economic, social and political systems of respective countries[1]. Cultural policy "includes the definition of national objectives and the use of means which could not be provided by any private action in order to promote the participation of all citizens in cultural life"[2].

---

1 This clearly implies a relationship between culture and the social system. This relationship is seen here (in the postmodern position) as a two-way influence, i.e., culture is seen as both reflecting and producing the social system. Culture is seen as a signifying system, a process of production of meanings, and a set of activities by which different groups produce collective memories, social relations, values and knowledge (Pennycook, Alastair. 1990. The Direruptive/Redemptive Project: Postmodern Reflections on Culture and Knowledge in International Academic Relations. *Alternatives*, XV, pp. 53-81.

2 Viet, Jean. International thesaurus of cultural development, UNESCO, 1980.

A normative definition of cultural policy would state that the aim of cultural policy is to satisfy the cultural needs of the people, and helping cultural development, and that this is brought about by the instruments of cultural policy. Cultural policy includes the planning of cultural actions on the basis of the state of cultural life and projections of cultural needs.

Despite bieng as diverse as culture itself - although they do not necessarily encompass the whole of cultural life and in that respect can not be the sole basis for evaluting the whole body of culture - all cultural policies have certain things in common. They are based on some documents, they have methods and instruments of implementation, and they are concerned both with cultural development and specific cultural activities. There exist bodies responsible for the creation and implementation of these policies, particular ways of their financing, methods and channels of cultural cooperation, and important cultural institutions. We propose to structure the data base around these "common denominators" of cultural policies.

The data base will consist of several linked files, or directories, each of which will contain information on a specific topic relevant to the cultural policies of the member states. The file headings will be the following:

1) Policy orientations
   This file will include basic documents which state the official policy orientations, i.e., the constitution, the specific cultural policy acts, other documents mentioning cultural policy, documents regulating policies in the fields related to or influencing the cultural policy.

2) Policy infrastructure
   This file will provide information on the bodies responsible for creating and implementing cultural policy (i.e., the ministries, and also other governmental, para-governmental and non-governmental bodies, such as institutes, etc.), as well as other policy influencing groups (i.e., religious groups, unions, etc.), be they partners of the government or opposition groups. Also included will be the instruments of policy implementation, i.e., legislation, financial aspects, etc. This file will also contanin referential information, i.e., names, addresses, etc.

3) Sectoral policies: cultural activities
   This file will provide documents and information regulating and defining policies in different sectors of cultural creation (artistic creation, visual arts, literary production, musical culture, performing arts, handicrafts), with referral information on the most important cultural institutions. It will provide information on the scope of the cultural activities[3] and

3 Cultural activities are defined as those activities which are proposed to the public in order to establish contacts with works of art and cultural heritage, and to promote creativity. Viet, Jean. International thesaurus of cultural development, UNESCO, 1980.

on those topics which are highlighted in the policies as being of greatest importance. Finally, it will also provide information on the activities and means of forwarding and implementing of the sectoral policies (i.e., finance, legislation, etc.).

4) Cultural cooperation
This file will store information on the international, regional, sub-regional multilateral and bilateral cultural agreements, as well as information on the actual exchanges and cooperation taking place, with referral information on the organizations responsible for cooperation at the regional, sub-regional and national levels. It will also include plans for cooperation in the different areas of cultural creation and activity. The file will also include information about the international information flows in the filed of culture as an important indicator of international cultural cooperation. Problems perceived in cross-cultural communication will also be included when noted.

5) Cultural development
This file will contain information related to activities undertaken to forward cultural development, which is defined as a process of development or progress in the cultural life of a community, aimed at cultural values attainment, and related to the general conditions of economic and social development[4]. Also, it will attempt to isolate different directions of cultural development perceived as most important or most highly valued in different national settings. Perceived changes in the cultural needs, development of public knowledge, cultural life, values, cultural interaction, consumption, and activities of the people will also be included. When posible, the cultural dimension of development will be addressed.

6) The World Decade for Cultural Development
As there is an established UNESCO directory on the projects related to the WDCD, this file can only provide referential information, i.e., list the projects and contact addresses of responsible national agents as well as the contact person(s) at UNESCO who are able to provide more detailed information.

7) Communication patterns and cultural industries
Although there is another very important field related to cultural life and policy - communication policy and media activity - we do not propose to establish a separate file for it because there exist different data bases covering this field in detail. What could be done is to have a referential file, listing the names, contents and contact procedures of these data bases, so as to enable those interested in consulting them to contact them directly.

---

4 Viet, Jean. International thesaurus of cultural development, Unesco, 1980.

Format

The data base should be user-friendly, making for easy access, search and retrieval of information. The access protocol and information format should also be adopted with this aim in mind. Another requirement is for the data base to be able, in the future, to communicate with other data bases (UNESCO), and this influences the choice of the format, information standards and software. For that reason, the choice of the software is very important. The choice can be made between the ISIS software (which is already implemented and is specifically constructed for data base creation) and one of the fourth generation software languages (for instance Informix) which are more developed, thus offering greater flexibility both in the creation and in the subsequent use of the data base.

ACTIVITIES INVOLVED

1) Collection of information

It is evident that the information collected by means of the questionnaire will need to be supplemented. Original documents, studies, reports etc. will be collected. In this effort we shall make use of the IRMO library and documentation centre, which holds a great number of documents and other materials relevant to the topic, as well as of the libraries and documentation centres in other institutions in Yugoslavia.

The **sources** for additional information will be both international (UNESCO) and national, including governmental, para-governmental, non governmental and professional bodies.

The **channels** used in obtaining the information (either as referral sources or as providers of actual documents) will include international organizations (UNESCO), international professional organizations, networks (CULTURELINK, Network of Development Research Institutes in Developing Countries), and diplomatic channels. We shall also relay on direct contacts with scientific institutions all over the world with which IRMO maintains close cooperation. Direct contacts will also be established with the responsible national bodies and institutions.

2) Creation of the data base

The data base will be set up by IRMO software and information speciallists, working in close cooperation with researchers and specialists in the field of cultural research. There is still a need for consultations, both with UNESCO and with domestic specialists, concerning the specific software which will be used for the creation of the data base, keeping in mind the proposed requirements of the format and information standards.

3) Filling up the data base

The process of filling the data base will also require information analysis, sorting, as well as the specific task of typing the information into a computer.

4) Information analysis

Two main types of analysis are envisaged. The first is directly related to the filling of the data base and directory, and the second is a comparative analysis of cultural policies. In the first kind of analysis, the greatest care will be taken to account for different views that may arise from the materials obtained. Sources of information and opinion will be cited, in order to facilitate further checking if desired.

The second kind of analysis, the comparative study and evaluation of cultural policies, might be based on the different definitions of the concepts of culture, cultural policies and cultural development, seeking patterns and points of similarity or difference. This type of analysis will not be conducted at the present time, but might be undertaken in the future.

5) Directory publication

The first output, and purpose of this data base, is the publication of directories (regional or topical) on the cultural policies of UNESCO member states, based on the information and analysis contained in the data base. The provisional structure of the content of a regional directory is the following:

I) Regional cultural cooperation
   1) Organizations and bodies responsible for cultural cooperation (with addresses, programmes, etc.)
   2) International, regional and sub-regional agreements and treaties on cultural cooperation
   3) Co-operation in different cultural sectors

II) National cultural policies
   1) Policy orientations
   2) Policy infrastructure
   3) Sectoral policies
   4) Main cultural institutions
   5) Cultural industries
   6) Cultural development
   7) World Decade for Cultural Development

Dr. Biserka Cvjetičanin
Institute for Development
and International Relations
Co-ordinator of Culturelink
Zagreb, Yugoslavia

INTERCULTURAL COMMUNICATION AND THE ROLE OF NETWORK CULTURELINK

The process of human communication has always attracted attention, but it is only in the second half of the 20th century that communication has emerged as one of the central domains of scientific research; it has become a subject of study within different disciplines - anthropology, sociology, social psychology, economics, physics, political sciences, and others. Why do we talk so much about communication and communication technologies these days? Communication technologies have always been used and have changed in the development process; however, what Philippe Breton and Serge Proulx call the "ideology of communication" appeared in the West only in the second half of our century.

In their book entitled *Explosion of Communication: Birth of New Ideology*[1], the two researchers analyze the conditions under which communication technologies have been established in society. They carry out this analysis successively, from antiquity to the present time, showing up to what point we underestimated the importance of socio-cultural context, whether in writing, printing, or else in the case of the first electronic technologies. This socio-cultural context plays the role of a decisive impetus in both innovation and the subsequent conditions of using communication technologies (p.11). The strong presence of socio-cultural context brings us to the initial question: why did communication technologies experience rapid growth since the 50s, so that we can talk about the real "explosion of communication"? According to Breton and Proulx, in the beginning this growth can be considered as a positive response to the tragically experienced situation which left room for nothing but philosophies of the Absurd, and which later became the alternative to the crises and tensions of the new age. The authors notice with reason that the ideology of communication appeared as an ideology "without enemy", but "not without a struggle or a shadow". Much research on communication technologies emphasizes their negative effects, especially in developing countries: communication technologies are considered to be an

origin of imbalances which often underline intranational and international differences. According to some theories, they disseminate a universal, standardized culture which alters endogenous cultures. In other words, communication technologies act as an agent of cultural uniformity, threatening the authenticity of endogenous cultures. Nevertheless, these theories disregard the dynamic character of culture: society is not a mere receptacle. On the contrary, it is affected by its own changes, and it is a source of action[2]. Moreover, the role of communication technologies connected to the question of democratization and pluralism in communication is not sufficiently highlighted. The democratization of communication permits the access to culture and all forms of creative expression. This means that the democratization of communication also contributes to the democratization of culture – not in the direction of a uniform way of participation, but in that of opening to different socio-cultural values. Pluralism in communication means the coexistence of messages coming from different cultures, as well as the establishment of a tolerant relationship between them. Furthermore, this pluralism opposes uniformity of communication at the national level as much as at the international one, and it permits each culture to define itself specifically. That is why the often mentioned confrontation between the tendencies towards planetarization ('globalization') and the appreciation of differences ('differentiation') does not present a dilemma. The explosion of communication technologies is really a source of upheavals - a profound change which affects entire socio-cultural life. It transforms all sectors of activity and brings about great changes in economic, social and cultural domains. However, these technologies cannot indicate the "end" of one culture. On the contrary, they can contribute new and different modes to the communication of one culture with other cultures; in this way they can help to create new cultural values and to transform civilization.

The 80s decade has seen the advent of the "communication society", marked by a spectacular growth of new technologies in the realm of the audiovisual, information science and telecommunications - the technologies which transform communication systems. The interconnecting of these three domains considerably increases the number of circuits in the transmission of information; these circuits get organized more and more in networks. Today we talk with reason about the "era of networks" because of their widespread use[3]. The new technologies are above all the source of improvement of traditional networks, like the automation of the telephone network and the considerable increase in the capacities of transporting information. Furthermore, the new technologies are at the source of creating important new networks, as for example the networks of telematics and direct radio diffusion, or the networks of videotex. The most advanced technology has been forecasted by the Integrated Services Digital Networks (ISDN).

It is repeatedly pointed out that the new technologies lead to great inequalities among different social groups, as well as among different regions of the world. The inequality in the access to the new communication technologies is especially present in developing countries, where the acquisition of the new technological goods reinforces the great differences between a small segment of the population which uses at least traditional media on the one hand, and the majority of deprived inhabitants on the other (Jouët, p.55). Nevertheless, communication networks can reduce social stratification and the inequalities between developed and developing countries, rather than aggravate them. The networks hide the possibilities of inventing new forms of interaction, sociability and cultural participation. Considering the anticipated acceleration of the rhythm of technological change in the near future, the networks can be the key factor for better integrating technologies into everyday life and for introducing them into developing countries.

Communication networks lead to new methods of disseminating information. The traditional paradigm, sender - receiver, does not exist any more. The possibility of an active role of a receiver in constructing the meaning of messages contributes even more to the expansion of networks.

In the 90s the networks created by advanced technologies intertwine and become increasingly complex. At the same time, an interesting phenomenon takes place. Though networks become more and more complex, we also witness the process of creating simple communication networks, such as bulletin boards in industrialized countries, which permit the beginning of new socio-cultural links among the active participants. In the United Kingdom, for example, volunteer organizations providing information in social, educational and other domains set up data banks following the model of the network Microlink (Jouët, p.59). Is this not an expression of democratization in communication?

"Act of communication has become one of the fundamental goals of our society", claim Breton and Proulx (p.193). Today even more so than ever before, the world - like North-South and East-West - needs communication, exchange and co-operation. A network always means an exchange; should we be surprised then by the rapid expansion of networks?

Following in the footsteps of horizontal and interactive communication, networks have appeared which represent a different technology from the omnipresent technologies of satellites, new television channels, videotex and others. The networks for research appear in different domains as follows: environment (e.g. ANEN - African Network of Indigenous Environment and Development); health and nutrition (e.g. WHERNIN - Women's Health Research Network, Nigeria, or IBFAN - International Network of Action Groups for

Feeding Children); science (e.g. SAPAM - Scientific Network of African Society for Physics and Mathematics, Dakar, or International Network PRELUDE - Programme of Research and University Liaison for Development which reinforces the North-South co-operation); and finally culture, which interests us most here, especially networks for research and co-operation in cultural development. What is the reason for their tremendous growth in the last decades of our century?

The reason is these research networks can be put into practice in all the regions of the world, regardless of the degree of the regions' development and the existing imbalances in the international exchange. (Besides, we have specifically mentioned the examples of Africa - the continent which is most deprived of technology.) In addition, networks represent a flexible model of communication - an open and alive one - which allows a society to learn about the problems of other societies and to better understand its own[4].

Research networks help to open choices and objectives. They permit the reuniting of people without hierarchy. All the participants are creators; without an active role of its members, a network could not circulate information. It enables the members to explain and share their points of view as well as their experiences, rather than impose them (we are far away from "cultural imperialism"!). The networks protect, stimulate and reinforce diversity.

The networks are at the source of a new dynamic. By developing international and interregional contacts, networks inspire new forms of creativity. This concerns above all the networks for research and co-operation in cultural development which assure intercultural communication about the problems which all the cultures face. These networks can bring together researchers from different parts of the world and unite them around a theme. For example, ARCI (Association de Recherches Coopérative Internationale, Paris) is organized around the theme "Socio-economic Transformations and Cultural Dynamics"; the centre of interest is the processes of transferring technology and knowledge. Other research themes include as follows: cultural innovations and social change; development and cultural identity; transnationalization processes and the role of TNC, and other themes. The network which unites information, research and documentation centres devoted to culture at the level of Europe is CERCLE (London - Paris); its bulletin *Circular* includes information on research, conferences, documentation, and so forth.

Networks can be concentrated in the institutions for cultural development at the regional and interregional level, as in the following examples: ALCAGEC (Latin American and Caribbean Association for Cultural Management, Caracas); ORCALC (Regional Office of Culture for Latin America and the Caribbean, Havana); ACFOD (Asian Cultural Forum for Development, Bangkok). The bulletins of these networks - ALCAGEC Newsletter,

ORCALC *Boletin* and *Asian Action Newsletter* - are the core of communication in cultural development for the members of these networks.

Certain national institutions publish the bulletins of networks; for example, IRMO (Institute for Development and International Relations, Zagreb) publishes *Culturelink*, the Bulletin of the Network of networks for research and co-operation in cultural development. The decision about establishing *Culturelink* was reached at the time of the Conference on Regional and Sub-regional Networks of Cultural Development Research and Co-operation, organized by UNESCO and the Council of Europe in Paris June 1989. *Culturelink* is being sent to over 400 institutions in the world. The Bulletin informs about research in progress, projects, conferences, new books and the documentation concerning cultural development. The members of the Network participate actively; they come from every continent - Europe, Asia, Latin America, Africa, and North America. Being the center of debates and analyses of cultural development and cultural policies, the Bulletin can become a valuable tool in the future. From now on, it is necessary to set up a data bank. The first function of this data bank would be the exchange and circulation of information gathered, so that it is accessible to all the members of the Network as well as to all those invited to participate in making use of cultural policies and co-operation. Thanks to the establishment and the development of the data bank, the Network of networks would become a true "culturelink", namely, a powerful network of intercultural communication covering the world. It should be pointed out that the automation of information would permit using programmes and research results to the benefit of Culturelink.

When wondering if technology explosion will turn man into a victim of communication technologies, or if it will permit the creation of a better society without exclusion, one should think of "miraculous arms" - Aimé Césaire's expression - represented by networks linking individuals, groups and global societies, working on the DIALOGUE OF CULTURES.

REFERENCES

1 BRETON, Philippe - PROULX, Serge: *L'explosion de la communication: La naissance d'une nouvelle idéologie*. La Découverte - Boréal, Paris - Montréal, 1990, 286 pp.

2 JOUET, Josiane - COUDRAY, Sylvie: *Les nouvelles technologies de communication: orientations de la recherche*, UNESCO, Etudes et documents d'information, No. 105, 1990, p.78. See pp. 26-27 and pp. 61-64.

3 Ibid. pp. 26-27.

4 For example, *Thai Cultural Newsletter*, published by the Office of the National Culture Commission of Thailand can be considered a valuable source of information about the transformation processes of Asian society, especially about the cultural crisis as a consequence of the encounter of the traditional values with those of the modern times in Thailand.

LIST OF PARTICIPANTS
AT THE EXPERT MEETING ON INFORMATION SYSTEMS IN CULTURE
Zagreb, 2-4 September 1990

Ms. Monika BLUM
Commision des Communautes Europeennes
Rue Joseph II, 70 - B 1049
Bruxelles, Belgique

Mr. Jean-Guy BOSSE
Muse 9 Group of Companies
201-401, ave. King Edward Ave
Ottawa ON
Canada K1N 9C9

Mr. Sergio GUERBILSKY
Muse 9 Group of Companies
201-401, ave. King Edward Ave
Ottawa ON
Canada K1N 9C9

Mr. Herve BLANCHETIERE
Ministère de la Culture et de la Communication
Department des Etudes et de la Prospective
2, rue Jean Lantier
F-75001 Paris, France

Mr. Mate KOVACS
Section du Développement Culturel
et des Politiques Culturelles
UNESCO
1, rue Miollis
Paris, France

Mr. Pal VASARHELYI
Hungarian Academy of Sciences
Victor Hugo U 18
1132 Budapest, Hungary

Ms. Ulrike DOEPGEN
Zentrum für Kulturforschung
Archiv für Kulturpolitik
Am Hofgarten 17
D-5300 Bonn 1
Germany

Mr. Mbissane DIANE
Centre Régional de Recherche et de Documentation
pour le Développement Culturel (CREDEC)
14, avenue Pdt Lamine Gasye
B.P. 01 -P.O. Box 01
Dakar, Senegal

Ms. Roser MENDOSA
Centre d'Estudia i Recursos Culturals
Montalegre, 7
Barcelona 08001
Spain

Ms. Biserka CVJETIČANIN
IRMO
Ul. 8. maja 82
41000 Zagreb, Yugoslavia

Mr. Sanjin DRAGOJEVIĆ
IRMO
Ul. 8. maja 82
41000 Zagreb, Yugoslavia

Mr. Matko MEŠTROVIĆ
Zavod za kulturu Hrvatske
Savska 41
41000 Zagreb, Yugoslavia

Mr. Nenad PRELOG
JLZ "Miroslav Krleža"
Frankopanska 26
41000 Zagreb, Yugoslavia

Ms. Ruzica ROSANDIĆ
Zavod za proucavanje kulturnog razvitka
Rige od Fere 4
Beograd, Yugoslavia

Ms. Zrinjka PERUŠKO-ČULEK
IRMO
Ul. 8. maja 82
41000 Zagreb, Yugoslavia

Ms. Nada ŠVOB-ĐOKIĆ
IRMO
Ul. 8. maja 82
41000 Zagreb, Yugoslavia